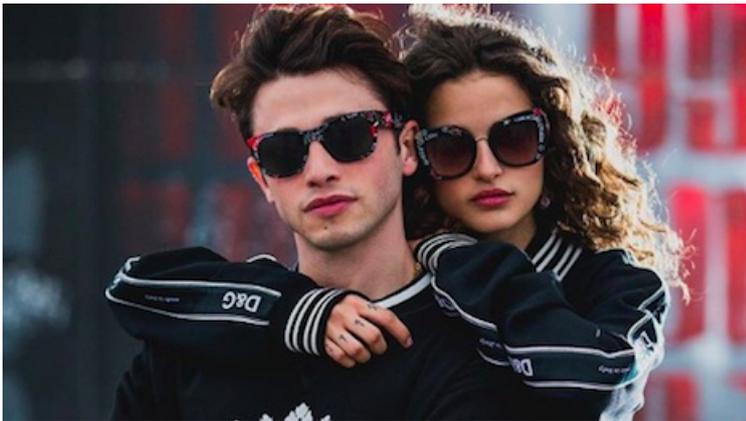


APPAREL AND ACCESSORIES

## Dolce & Gabbana doubles down on millennial marketing via ecommerce content

June 1, 2018



*Dolce & Gabbana's Stories features millennial-centric content. Image credit: Dolce & Gabbana*

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By SARAH JONES

Italian fashion label Dolce & Gabbana is looking to inspire consumers through a new millennial-centric editorial section of its online store.

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Dolce & Gabbana's Stories feature photo spreads of young models donning its designs for activities such as grocery shopping. Stories fits into Dolce & Gabbana's recent proactive appeal to up-and-coming luxury buyers, as it looks ahead at the future drivers of the business.

**Dolce & Gabbana** was reached for comment.

### Millennial editorials

Dolce & Gabbana Stories is located on the brand's online store, rather than its main Web site. The brand introduced the section to consumers via an email campaign, inviting them to "enter the millennials' world and find [their] inspiration."

As of press time, the editorial features available include a shoppable "Sneakers Destination." This page showcases the brand's Sorrento shoes, many of which are embellished with handwritten sayings such as "queen" and "love forever."

Appealing to the rise in activewear and streetwear, Stories also features DG Active, focusing on sweatpants and hoodies.

Another piece of content centers on the #DGGraffiti sunglasses. In a short film, a group of young women and young men meet on a court for a dance off.

Embedded Video: <https://www.youtube.com/embed/cOdcPHnpLcU>

### *Dolce&Gabbana #DGGraffiti Collection*

Taking its millennial marketing beyond the street, Dolce & Gabbana's Stories also depict a glamorous grocery shopping trip, as models turn aisles into their runway. A group of young women is photographed in a supermarket

while wearing blinged-out apparel and accessories such as a tiara or sequins.



*Dolce & Gabbana's out of the ordinary shopping. Image credit: Dolce & Gabbana*

Dolce & Gabbana's Stories reflect the editorial approach the brand takes on social media. Many of the photo spreads are also showcased on the label's Instagram account.

#### Younger focus

Dolce & Gabbana's latest campaign for spring/summer 2018 is focused on millennials, a strategy now taken by the brand for a number of consecutive seasons. But could this alienate its older audience?

The fashion house's newest advertising campaign presents a stark contrast between the hip, young models at the forefront and the unfashionable, awkward older people shown in the backgrounds of the photos. While an effective tactic for drawing in younger audiences, older customers may be put off by the campaign's message ([see story](#)).

Experts, marketers and retailers have been discussing and focusing on millennials for a significant time period, causing many to believe this segment is overhyped.

But, according to Boston Consulting Group, the numbers prove this is not true. Millennials are set to become 50 percent of the market in approximately five years.

Also, despite past research, millennials are now the most loyal generation group ([see story](#)).

Dolce & Gabbana is not alone in reaching out to millennials.

LVMH-owned fashion house Fendi is courting a millennial audience through a dedicated digital platform that speaks to "freaks."

The brand's F is for Fendi microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers taps into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing ([see story](#)).

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